

Merryman Speech

'Self-Extinguishing' Cigarette Termed Complex Scientific Issue

RICHMOND, Va. — "The questions involved in producing a cigarette that will not cause fires are incredibly complex," Walker Merryman, The Tobacco Institute's director of communications, told a Junior League meeting here.

Merryman said the tobacco industry is "not aware of a technologically feasible means of producing a cigarette that cannot serve, under some circumstances, as an ignition source."

"Work by inventors going all the way back to the turn of the century has shown clearly that there is no simple answer."

But Merryman stressed that "the tobacco companies are willing to search for answers. . . . There is no question that the manufacturers regard this as a serious and tragic circumstance."

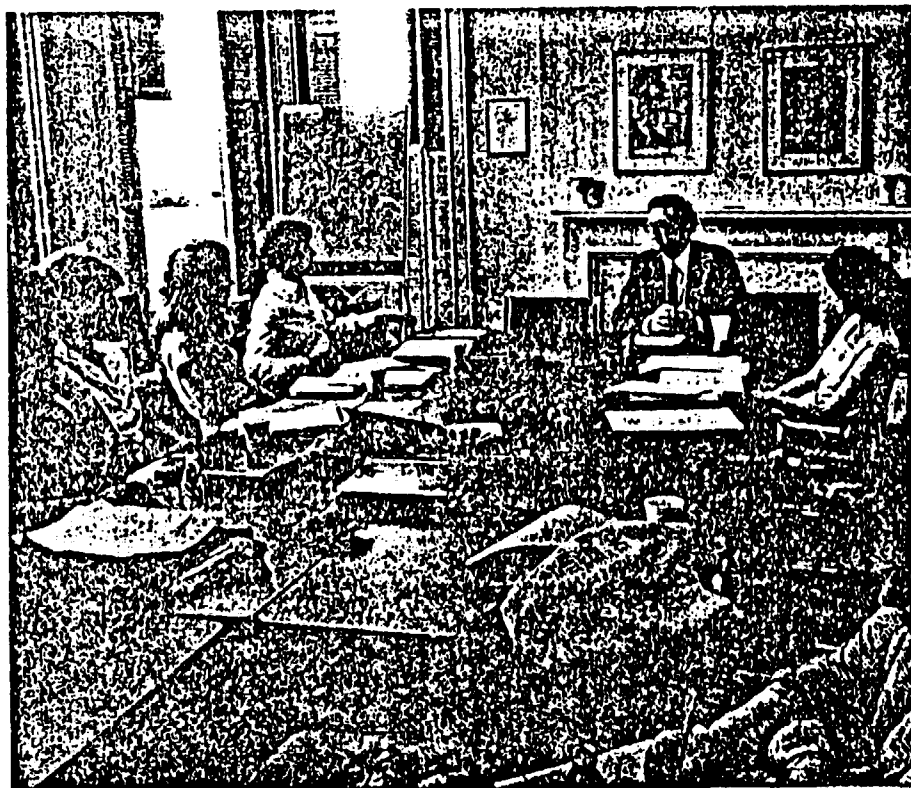
The TI official criticized the current "sadly misinformed campaign to place the responsibility on cigarette manufacturers" for fires which may have been caused by careless smoking. He said that "well-intentioned citizens have decided that legislation is needed to force the tobacco industry to produce a cigarette which burns but does not start household fires."

Merryman said that government regulation might impede progress toward a solution or cause even more problems than it sets out to solve. "In this instance," he said, "the government has no special expertise which would call

for its involvement."

Manufacturers are "willing to pursue the highly complex scientific questions raised by this issue," Merryman said.

"But it is important for anyone involved in this discussion to remember that it is not possible to legislate technology into existence."



(Photo by William C. Lane Jr.)

Tobacco Institute executive Walker Merryman tells Junior League members in Richmond, Va., that a "self-extinguishing" cigarette cannot be legislated into existence. Government regulation in this area, he said, might cause more problems than it solves.

smoked cigarettes."

The researchers concluded, "Cigarette smoking is clearly not the only cause, nor even the major cause, of lung cancer in all populations of women. Among Chinese and Japanese women in Hawaii, we found evidence that only a minority of lung cancers could be attributed to smoking."

It is important, the University of Hawaii team said, to continue the search for other factors which may influence lung cancer risk.

Illinois Research

Three Illinois physicians, writing in the American Cancer Society's journal *Cancer* (March), report in their study of lung cancer cell-types the finding of an increase in the amount of adenocarcinoma in men.

The researchers, studying data at a Park Ridge hospital, said that adenocarcinoma now occurs more frequently than squamous cell carcinoma and that adenocarcinoma "may have been the most predominant form for years." Adenocarcinoma is the most common cell-type of lung cancer in women.

Epidemiological studies have indicated that cigarette smoking is more strongly associated with squamous cell lung cancer and is not associated, or only weakly so, with adenocarcinoma.

"More studies are necessary to establish the significance and possible causes of the increased incidence of adenocarcinoma of the lung," the researchers conclude.

A one penny tax on tobacco exported from Virginia and Maryland to other colonies was the first source of funding for the College of William and Mary in Williamsburg, Va.